

SCOPE OF WORK

PROJECT: Adaptation of Consumer & Patient Education Materials for Tribal Communities

We are seeking a dedicated and knowledgeable consultant, agency/firm, or educational institution with expertise in Tribal populations to adapt consumer and patient education materials related to health issues and maternal-infant health to ensure cultural sensitivity and appropriateness. The selected individual or organization will ideally have a deep understanding of the unique health challenges faced by Tribal populations, with specialized knowledge in maternal and infant health and the Tribal health landscape in the U.S.

The consultant, agency/firm, or educational institution will contribute to the development of culturally congruent health information materials and provide strategic guidance for effective outreach and education efforts.

Key Responsibilities & Deliverables:

1. Content Development:

- Create a pregnancy passport for the Tribal communities.
- Create/revise culturally competent and accurate health information materials, to include the March of Dimes *My 9 Months Pregnancy* booklet and up to 12 brief educational assets on topics including, but not limited to:
 - Preeclampsia prevention
 - Gestational diabetes
 - Prenatal and postpartum care
 - Labor & delivery
 - Substance misuse
 - Perinatal mental health
 - Sexually transmitted infections
- Ensure all content is evidence-based, clear, and accessible to diverse audiences within Tribal populations.
- Develop design copy for all materials in line with March of Dimes brand guidelines, or at minimum, provide detailed guidance to the March of Dimes design team.

2. Strategic Guidance:

- Provide expert advice on effective communication strategies and outreach efforts to engage Tribal communities.
- Recommend best practices for culturally sensitive health education and promotion.

3. Collaboration:

- Work closely with the Consumer Health Education team to integrate culturally specific insights into designated health education materials and literature.

- Collaborate closely with the Creative and Editorial teams to ensure that all design elements in the created or revised materials are culturally aligned and adhere to March of Dimes brand guidelines. The Editorial team will ensure that the copy reflects the voice of our brand, while the Creative team will maintain the overall look and feel. To ensure consistency, both teams will review and sign off on each version of the work created by the consultant, agency, or firm as it progresses rather than waiting for the final draft.

4. Reporting:

- a. Provide regular reports on project progress, challenges, and outcomes.

Ideal Qualifications:

1. Experience working with Tribal communities on health-related issues.
2. Proven experience in health writing and creating educational materials.
3. Strong understanding of cultural competence and the ability to create content that is respectful and relevant to Tribal populations.
4. Familiarity with digital health communication tools and platforms.
5. Knowledge of the healthcare landscape and resources available to Tribal communities.
6. Bilingual skills, especially in languages commonly spoken within Tribal communities.
7. Proven design skills reflective and inclusive of Tribal communities.

Timeline: The project is anticipated to begin in January 2025, with completion and delivery of final materials by September 30th, 2025.

Submission Guidelines: Proposals must be submitted by November 30th, 2024 to STofigh@marchofdimes.org and MMarcum@marchofdimes.org. Interested consultants, agencies/firms, or educational institutions should submit a 2–3-page proposal that includes the following components:

- Provide a summary, including relevant experience and qualifications. This should also include a description of the team composition, outlining the qualifications and roles of each member in the project and bilingual capabilities relevant to Tribal communities.
- Submit a detailed work plan for content development that aligns with the above timeline.
- Attach or provide links to content developed from similar projects.
- Include a budget or cost estimate for the full project.